

Job Description: Customer Experience Advisor

Job Description

Customer Experience Advisor



Role Details

Role title	Customer Experience Advisor
Department	Membership & Partnerships
Reports to	Member and Customer Engagement Manager
Line manager for	N/A
Salary	£22,000

Vision and Mission

Vision

As the pioneering workplace and facilities management body, our vision is to drive change for the future. To be the trusted voice of a specialist profession recognised, beyond the built environment, for its ability to enable people to transform organisations and their performance.

Mission

We empower professionals to upskill and reach their potential for a rewarding, impactful career. We do this by advancing professional standards, offering guidance and training, developing new insights and sharing best practice.

The company has a strong culture based on our values

- Confident and Bold
- Human and Inspiring
- Knowledgeable and InSync
- Active and Energetic

Social Value

We are a Disability Confident employer, Investor in People accredited, Living Wage employer, Good Business Charter employer. We offer charity days along with paid for social events and make efforts to reduce our impact on the planet.

Job Purpose

The Customer Experience Advisor is responsible for ensuring customers receive an exceptional experience throughout their journey with IWFM. You will gain and maintain a detailed understanding of customer need and motivation, provide support and solutions, and advocate for improvements in customer experience across all touchpoints and platforms. The Advisor works closely with other departments to implement improvements that enhance customer satisfaction and loyalty, aiding retention and upgrades to the higher levels of membership.

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Key Accountabilities

- Engage with customers to understand their needs and expectations, providing a personalised service
- Support customers through their membership journey and advise on pathways for their professional development fostering loyalty and retention
- Serve as the primary point of contact for customers, providing timely and effective support across all platforms
- Collect and report customer feedback to recommend improvements in products, services, and processes
- Collaborate with internal teams to identify and implement improvements to customer experience
- Stay updated on industry trends and advancements in customer experience methodologies
- Use CRM (MS Dynamics) to maintain accurate records of customer interactions, feedback, and resolutions
- Prepare regular reports on customer experience metrics and present findings to facilitate data drive decision making
- Act as the customer advocate in cross-functional meetings, ensuring customer-centric approaches
- Develop and update customer journey maps to identify key touchpoints and areas for improvement.
- Use journey maps to optimise the customer experience across various channels and platforms.

Skills

- Excellent communication and interpersonal skills
- Strong problem-solving abilities and a customer-centric mindset
- High standard of proficiency using CRM software
- Analytical skills with the ability to interpret data and make data-driven decisions
- Ability to multitask and manage time effectively in a fast-paced environment
- Attention to detail
- Data management.

Behavioral Skills

- Empathetic with a genuine desire to understand and deliver excellent customer experience
- Proactive and resourceful in resolving issues and enhancing customer experience
- Team player with a collaborative approach to problem-solving
- Adaptable to changing situations and open to continuous learning.

Role Specific Requirements

- Previous experience in customer service essential
- Previous experience in a professional body preferable

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